

EXPERIMENTA DESIGN 2003

BIENAL DE LISBOA / 17 SEPTEMBER / 02 NOVEMBER

PRESS RELEASE #01

EXPERIMENTADESIGN IS BACK IN 2003

In 2001, the biennale experimentadesign welcomed 84 thousand visitors and for 45 days it transformed Lisbon in a platform of thought and new creative values. In 2003, **Experimentadesign** is back. Expanded. From this year on, and as assumed by the City Hall of Lisbon and the Ministry of Culture, experimentadesign is the Lisbon Biennale. The biennale of the city of Lisbon.

This edition's theme:

BEYOND CONSUMPTION

Since January 2002, a body of national and international thinkers and critics have reflected round the subject of Experimentadesign2003. The contents of the next biennale will result from that: exhibitions, conferences, series, publications. All that in order to place Lisbon in the discussion core of culture and contemporary design.

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"The latest European design biennale is obtaining worldwide acknowledgement thanks to the extreme professionalism of its organisers and thinkers. (...) As a unique regular event in the field of theoretical reflection on design, Experimenta already plays an essential role in the discovery of new forms to reposition design culture as a strategic balance point between economical capacity and cultural identity."

in Modem - The International Design Reference Guide (Paris), 2003